

## CLAIMS

What is claimed is:

1. A method of presenting information regarding products, suppliers and offerors  
to users in a virtual shopping mall on a communications terminal, said  
5 communications terminal having a user graphical display, a user input, and a  
memory, said method comprising:  
storing in said memory a set of mall data objects, said mall data objects  
comprising a graphical map of a virtual shopping mall, said map having a  
coordinate system associated with positions within the shopping mall, and a  
10 plurality of multimedia data objects indexed to said coordinate system;  
assigning a customer an initial position having a set of coordinates  
within the shopping mall;  
presenting at least one multimedia data object to a user indexed to said  
initial position;  
15 updating said initial position to a subsequent position responsive to a  
position change command from a user via said user input; and  
presenting at least one multimedia object to a user indexed to said  
subsequent position.
2. The method as set forth in Claim 1 wherein said steps of presenting a  
20 multimedia data object comprise presenting a visual image of a mall or store  
interior.

3. The method as set forth in Claim 2 wherein said steps of presenting a visual image of a mall or store interior further comprise the steps of:

providing a customer-selectable hot spot within said visual image; and  
updating said customer's position responsive to selection of said hot

5 spot.

4. The method as set forth in Claim 1 wherein said steps of presenting multimedia data objects comprise presenting a sound clip representative of background sound within a mall or store interior.

5. A computer readable medium encoded with software for presenting  
10 information regarding products, suppliers and offerors to users in a virtual shopping mall on a communications terminal, said communications terminal having a user graphical display, a user input, and a memory, said software when executed by said communications terminal causing the communications terminal to perform the following actions:

15 storing in said memory a set of mall data objects, said mall data objects comprising a graphical map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall, and a plurality of multimedia data objects indexed to said coordinate system;

providing a map of a virtual shopping mall, said map having a  
20 coordinate system associated with positions within the shopping mall;

assigning a customer an initial position having a set of coordinates within the shopping mall;

presenting at least one multimedia data object to a customer indexed to  
said initial position;

updating said initial position to a subsequent position responsive to a  
position change command from a user received via said user input; and

5           presenting at least one multimedia data object to a customer indexed to  
said subsequent position.

6.       The computer readable medium as set forth in Claim 5 wherein said software  
for performing the action of presenting a multimedia data object comprises  
software for presenting a visual image of a mall or store interior.

10       7.       The computer readable medium as set forth in Claim 6 wherein said software  
for presenting a visual image of a mall or store interior further comprises  
software for performing following actions:

          providing a customer-selectable hot spot within said visual image; and

          updating said customer's position responsive to selection of said hot

15       spot.

8.       The computer readable medium as set forth in Claim 5 wherein said software  
for presenting a multimedia data object comprises software for presenting a  
sound clip representative of background sound within a mall or store interior.

9.       A geographically-centered shopping mall browser for presenting information  
20       regarding products, suppliers and offerors to users in a virtual shopping mall  
using a communications terminal, said communications terminal having a user

graphical display, a processor , a user input, and a memory, said shopping mall browser comprising:

a set of mall data objects disposed in said memory, said mall data objects comprising a graphical map of a virtual shopping mall, said map having a coordinate system associated with positions within the shopping mall, and a plurality of multimedia data objects indexed to said coordinate system;

a mall map displayer for showing on said communications terminal graphical display a geographical organization of a virtual mall contents;

a customer position initializer for assigning an initial user position having a set of coordinates within the virtual shopping mall;

a position tracker for updating said initial position to a subsequent position responsive to a position change command from a user via said user input; and

a multimedia data object presenter for presenting at least one multimedia object to a customer indexed to said initial position or said subsequent position.

10. The shopping mall browser as set forth in Claim 9 wherein said multimedia data object presenter is adapted to present a visual image of a mall or store interior.

20 11. The shopping mall browser as set forth in Claim 10 wherein said multimedia data object presenter is further adapted to provide a customer-selectable hot

spot within said visual image and to update a customer position responsive to selection of said hot spot.

12. The shopping mall browser as set forth in Claim 9 wherein said multimedia object data presenter is adapted to present a sound clip representative of background sound within a mall or store interior.
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